



UNIVERSITY OF
MARYLAND
EXTENSION
Solutions in your community

PRESENTS A SPECIAL WORKSHOP ON

“Using the Internet to Grow Aquaculture Sales”

Friday November 14, 2014, 1:00 pm – 5:00pm
University of Maryland Wye Research & Education Center
124 Wye Narrows Drive, Queenstown MD 21658

The **Internet** is becoming **increasingly important** as an **inexpensive marketing tool**, but many fish and shellfish farmers are hesitant to use electronic media. The National Aquaculture Association (NAA) and University of Maryland Extension offer an intensive four-hour workshop, **“Using the Internet to Grow Aquaculture Sales”**. We will provide you, as an aquaculture producer, with the knowledge and skills to use electronic media to successfully showcase products, grow your business, and shape public perception of our important aquaculture industry. An Internet presence is critical for all sectors of the industry including producers of food and recreational fish, shellfish, baitfish, aquatic plants, feeds, and equipment.

The major portion of the workshop is **devoted to developing websites** that let you **reach buyers at minimal or no cost**. To preregister for the program, you will need to complete a pre-workshop form that provides information to include on your websites. The NAA will provide **background information** that can be added such as recipes, safe handling, etc. **Experts will help guide you in easy to understand** click-by-click construction of your website.

We'll also explore other social media tools like **Twitter, LinkedIn, and Facebook** to provide you with **new strategies**. **Facebook** makes it easy to post **new information photos and events**. **Twitter** reminds your **existing customers and new prospects** about your products and **LinkedIn** helps you **grow your identity**. These **strategies** are out there and **THEY ARE FREE!**

Space is limited so **register NOW!** There is **no cost to you** for this workshop but we are limited in the number we can accommodate. You can bring your laptop or arrange to use one of those available at our lab.

MORE INFORMATION? Martha Milligan or Don Webster
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To register, complete and submit the registration and internet worksheet forms.